

## ABSTRACT OF THE DISCLOSURE

A decorative wraparound label is provided with multiple display modes. The label is divided into a permanently adhered portion and a releasable portion. At least part of the releasable portion includes information associated with conventional product labels including product brand identification and contents information. At least part of the permanently adhered portion includes a decoration pattern intended for enhancing the appearance of the product. For further improving the appearance of a product within its intended environment of use, the information section is detachable for revealing an underlying portion of the decorative pattern. Preferably, the decorative pattern surrounds the entire periphery of the product when the information section is removed. Additional product information can still be accessed even after the primary label has been removed by including an information section within the permanently adhered portion of the label and including a decoration section within the releasable portion of the label. One part of the decoration section can be temporarily retracted to allow viewing of the additional information and can be restored to its original overlapping position for restoring the enhanced appearance of the product.